11/25/87 A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE
November 17, 1987

Contact: Marian Stamos
312/984-5816

SECOND-BEST OCTOBER

PULLS MAJOR APPLIANCES CLOSER TO NEW ANNUAL RECORD

CHICAGO -- The major home appliance industry shipped over 4 million units in October and 40.4 million units in the first 10 months of the year, signaling a new annual record for 1987, reports the Association of Home Appliance Manufacturers (AHAM).

By year-end, shipments are expected to surpass the previous record of 45.1 million units, set last year, and reach 46.3 million units. 1987 will be the fourth consecutive record year for major appliances in recent history.

Year-to-date shipments, up 6.3%, tend to verify the industry's forecast of another winning year. For the first time in history, January-through-October shipments exceeded 40 million units, averaging 4 million units per month for 10 consecutive months.

Although October shipments surpassed the 4-million-unit mark, they were down -4.2% compared to the unusually high levels of October 1986, the all-time record for the month and the second-largest monthly shipment in history.

October was the second time this year that monthly shipments failed to exceed the levels of the previous corresponding month. Only three

(MORE)

products registered shipment increases, but their gains were noteworthy.

Shipments of:

* 1.3 million microwave ovens, up 4.3% represented the largest monthly shipment of any major appliance in history,
* 436,500 disposers, up 8.0%, made October the second-best month ever for the product, and
* 83,600 room air conditioners, up 38.9%, reached the highest October level since 1979 for this home comfort appliance.

# # #

MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
October, 1987

	OCTOBER			CALENDAR YEAR TO DATE		
	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	4,047.2	4,222.9	-4.2%	40,416.6	38,038.7	6.3%
COOKING - TOTAL	1,606.1	1,569.2	2.4%	12,768.4	12,731.7	0.4%
ELECTRIC RANGES - TOTAL	307.4	321.5	-4.4%	2,806.3	2,757.3	1.8%
Free Standing	248.3	263.2	-5.7%	2,260.4	2,266.4	-0.3%
Built-In	59.1	58.3	1.4%	545.9	490.9	11.2%
MICROWAVE OVENS/RANGES**	1,318.2	1,264.4	4.3%	10,138.2	10,127.2	0.1%
HOME LAUNDRY - TOTAL	899.8	1,059.5	-15.1%	8,950.8	8,408.3	6.5%
AUTOMATIC WASHERS	496.8	599.7	-17.2%	5,075.0	4,869.8	4.2%
DRYERS - TOTAL	403.0	459.7	-12.3%	3,875.9	3,538.6	9.5%
Electric	310.0	352.7	-12.1%	3,008.1	2,764.0	8.8%
Gas	93.0	107.0	-13.1%	867.7	774.6	12.0%
KITCHEN CLEAN UP - TOTAL	810.9	812.7	-0.2%	7,337.1	6,995.4	4.9%
DISPOSERS•	436.5	404.3	8.0%	3,787.2	3,584.2	5.7%
DISHWASHERS - TOTAL	365.0	386.2	-8.1%	3,364.8	3,250.3	3.5%
Built-In	329.6	361.0	-8.7%	3,155.6	3,048.5	3.5%
Portable	25.3	25.2	0.4%	209.2	201.8	3.7%
COMPACTORS•	19.5	22.1	-11.8%	185.1	160.9	15.0%
FOOD PRESERVATION - TOTAL	638.6	704.6	-9.4%	7,085.3	6,705.1	5.7%
REFRIGERATORS	551.8	610.8	-9.7%	6,003.9	5,627.5	6.7%
FREEZERS - TOTAL	86.7	93.8	-7.6%	1,081.3	1,077.6	0.3%
Chest	46.0	51.9	-11.4%	592.4	580.8	2.0%
Upright	40.7	41.9	-2.9%	488.9	496.8	-1.6%
HOME COMFORT - TOTAL	91.8	77.0	19.2%	4,255.0	3,198.2	33.0%
ROOM AIR CONDITIONERS	83.6	60.2	38.9%	3,561.3	2,666.8	33.5%
DEHUMIDIFIERS•	8.2	16.8	-51.2%	693.7	531.4	30.5%
GAS RANGES••	203.1	182.2	11.5%	1,739.1	1,580.1	10.1%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
• Current month figures are preliminary.
•• Source: GAMA. Not included in cooking total or total shipments. Current month figures are preliminary.

12/27/87 A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE
December 21, 1987

Contact: Marian Stamos
312/984-5816

RECORD NOVEMBER FOR MAJOR APPLIANCE SHIPMENTS

NEARLY CLINCHES NEW ANNUAL RECORD

CHICAGO -- Almost 3.7 million major home appliances were shipped in November, bringing the year-to-date total within one million units of a new annual record, reports the Association of Home Appliance Manufacturers (AHAM).

Showing no signs of fallout from October's stock market gyrations, shipments are continuing at record-setting levels. When December's figures are reported, the current record of 45.1 million units, set last year, is certain to fall.

1987 will become the fourth consecutive record year for major appliances.

Shipments since January have surpassed 44.0 million units, averaging an unprecedented 4 million units per month. Year-to-date shipments are running 6.4% ahead of last year's same period.

Already two appliances -- 956,700 gas dryers and 699,800 dehumidifiers -- have surpassed previous annual shipment records, while three others have exceeded their full-year 1986 levels -- electric dryers, over 3.3 million units; built-in electric ranges, 606,500 units; and compactors, 200,300 units.

Total November shipments were 7.4% higher than the previous record level for the month set just last year.

# # #

MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
November, 1987

	NOVEMBER			CALENDAR YEAR TO DATE		
	1987	1986	% Change	1987	1986	% Change
ALL MAJOR APPLIANCES*	3,676.2	3,424.4	7.4%	44,098.2	41,463.1	6.4%
COOKING - TOTAL	1,450.4	1,391.7	4.2%	14,268.8	14,123.4	1.0%
ELECTRIC RANGES - TOTAL	284.8	277.8	2.5%	3,091.1	3,035.2	1.8%
Free Standing	224.2	226.7	-1.1%	2,484.6	2,493.1	-0.3%
Built-in	60.6	51.2	18.4%	606.5	542.1	11.9%
MICROWAVE OVENS/RANGES**	1,210.4	1,128.9	7.2%	11,348.6	11,256.2	0.8%
HOME LAUNDRY - TOTAL	860.6	759.7	13.3%	9,811.4	9,168.0	7.0%
AUTOMATIC WASHERS	469.5	410.1	14.5%	5,544.5	5,279.9	5.0%
DRYERS - TOTAL	391.1	349.6	11.9%	4,266.9	3,888.2	9.7%
Electric	302.1	268.0	12.7%	3,310.2	3,032.0	9.2%
Gas	89.0	81.6	9.1%	956.7	856.2	11.7%
KITCHEN CLEAN UP - TOTAL	675.9	691.3	-2.2%	8,013.5	7,686.7	4.3%
DISPOSERS*	324.8	346.8	-6.3%	4,112.4	3,931.0	4.6%
DISHWASHERS - TOTAL	336.0	330.3	1.7%	3,700.8	3,580.7	3.4%
Built-in	307.3	303.1	1.4%	3,462.8	3,351.6	3.3%
Portable	28.8	27.2	5.9%	238.0	229.1	3.9%
COMPACTORS*	15.1	14.2	6.3%	200.3	175.1	14.4%
FOOD PRESERVATION - TOTAL	591.3	520.8	13.5%	7,676.6	7,225.9	6.2%
REFRIGERATORS	498.7	448.6	11.2%	6,502.6	6,076.1	7.0%
FREEZERS - TOTAL	92.7	72.2	28.4%	1,174.0	1,149.8	2.1%
Chest	50.3	38.7	30.0%	642.7	619.5	3.7%
Upright	42.3	33.5	26.3%	531.3	530.4	0.2%
HOME COMFORT - TOTAL	68.0	60.8	11.8%	4,328.0	3,259.0	32.8%
ROOM AIR CONDITIONERS	61.8	56.5	9.4%	3,628.1	2,723.3	33.2%
DEHUMIDIFIERS*	6.2	4.3	44.2%	699.8	535.7	30.6%
GAS RANGES**	191.8	173.0	10.9%	1,938.3	1,753.1	10.6%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
* Current month figures are preliminary.
** Source: GAMA. Not included in cooking total or total shipments. Current month figures are preliminary.